

We Want **SWEET CAPS!**



\$1.00 sends 300

SWEET CAPORAL or WINCHESTER cigarettes or \$1.00 will send either 1 lb. of OLD VIRGINIA pipe tobacco or 1 lb. of SWEET CAPORAL FINE CUT (with Vogue papers) to Canadians serving in C.A.S.F. overseas only.

\$2.50 sends 1,000

cigarettes to an individual or unit.

Address **"Sweet Caps"**,
P.O. Box 6000,
Montreal, P.Q.

● Over here; over there; everywhere—and today more than ever before—people appreciate the unfailing solace of Sweet Caps. They are Canada's most popular cigarettes. And they deserve to be! For they are blended with exacting care to the time-honoured Sweet Caporal formula which calls for a delicate balance of 38 classifications of the choicest Virginia tobaccos. So Sweet Caps are uniquely mild and have a refreshing flavour and fragrance all their own. Try a package today.

"The purest form in which tobacco can be smoked!"



SWEET CAPORAL *Cigarettes*

